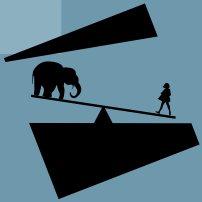


October 2001



STRATEGIC EXPERIENCE DESIGN

NEW TILT

Mass.Gov Portal

Visual Design Style Guide
Production Reference CD-ROM

48 Grove Street Suite 206
Somerville, MA 02144
T 617.591.0400
F 877.471.0468
info@newtilt.com
www.newtilt.com

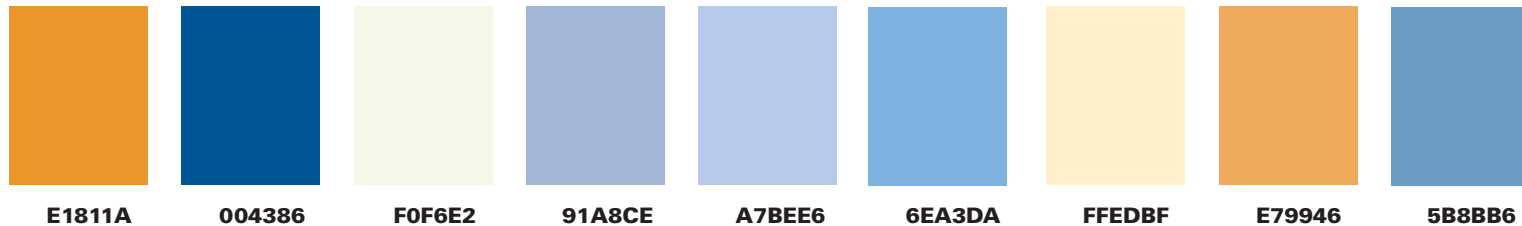
Introduction

This style guide is designed to serve as a reference for the maintenance and expansion of the Mass.Gov website. Following the guidelines described here will help ensure consistency throughout the site, resulting in a better experience for site visitors, and less difficult maintenance.

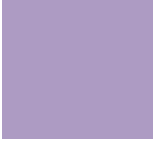
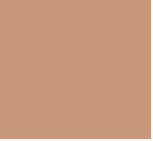




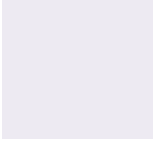
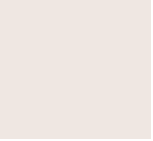
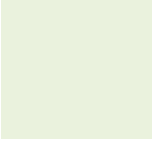
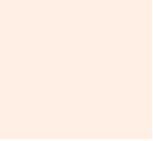
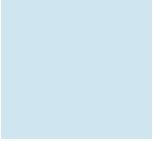
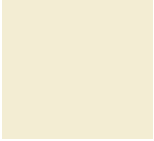
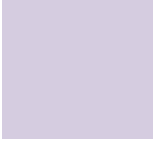
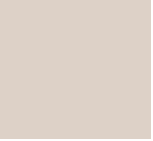
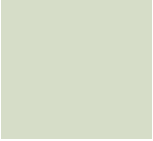
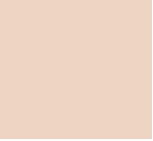
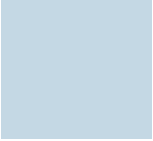
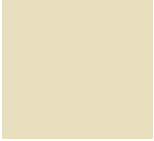

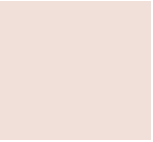
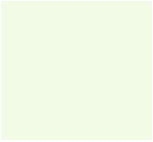
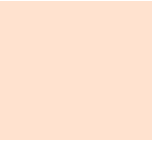


This style guide is intended for designers who are editing or adding graphic elements to the site and HTML or copy editors who are maintaining it. The guide details the standard components used to organize and display content in the site. For designers it describes typographic, color, and layout standards. For HTML editors, the reference provides HTML examples that can be incorporated directly into pages. For copy editors, it provides visual examples of how to organize content.

Note that the fonts identified have the same name on both PCs and Macs.

Color Palette — Home Page



Color Palette — Top Level Clusters

	HOME & HEALTH	DOING BUSINESS	LEARNING & EARNING	HAVING FUN	GETTING AROUND	YOUR GOVERNMENT
Secondary Nav Background, "I want to.." title bar background, content border	 9C89B7	 B98567	 9EB375	 E69A66	 3682A1	 BBA556
"I want to.." content background,	 E8E4EF	 EAE1DB	 CDD6BC	 FFEBDD	 C6E0ED	 F0E8C8
Bullets, Secondary Navigation Arrows	 CAC0D9	 D4C6BA	 CDD6BC	 E8C9B4	 B8D0DD	 E1D8AF
Secondary Navigation Text	 E5DDEE	 EBD9D0	 F0FBDF	 FEDAC3	 BAD7E5	 F6F2CE

Graphic Elements — Home Page

The following pages are identified with color and font selections. The individual modular elements are identified with their corresponding imageready master file names when applicable.

image ready master: home.psd



Graphic Elements — Top-level Navigation

image ready master: all_globalnav.psd

OFF



TLC Global Navigation Text–
Myriad MM Regular
Regular 700 BD 600 NO
12pt
Type Color OFF = #EDF2C0

ON



TLC Global Navigation Text–
Myriad MM Regular
Regular 700 BD 600 NO
12pt
Type Color ON = #FFFFFF

Background Color
color coded by TLC
• See Color Palette

Graphic Elements — Top Level Clusters



TLC Title –
Myriad MM Regular
565 SB 700 SE
26pt
Color = #003366
image ready master:
“tlc_photos.psd”

Intro Sentence –
Univers 65 Bold
12pt/14pt leading
Color = #003366
image ready master:
“tlc_photos.psd”

“I want to...” –
Myriad MM Regular
565 SB 700 SE
16pt
Color = #FFFFFF
Background Color =
color coded by TLC
image ready master:
“tlcva_lwantto.psd”

VA Titles & Bullets –
Myriad MM Regular
565 SB 700 SE
22pt
Type Color OFF = #003366
Type Color ON = color coded by TLC
• See Color Palette
Bullet Color = color coded by TLC
• See Color Palette
Bullet Color ON = #E79946
image ready master:
“tlc_vatitles.psd”

logo/tool bar –
image ready master:
home_tools_search.psd

go button
image ready master:
all_search_go button.psd

secondary navigation –
color-coded by TLC
• See Color Palette for
appropriate background,
arrow, and navigational
item colors.

photos & color border –
coded by TLC
image ready master:
“tlc_photos.psd”

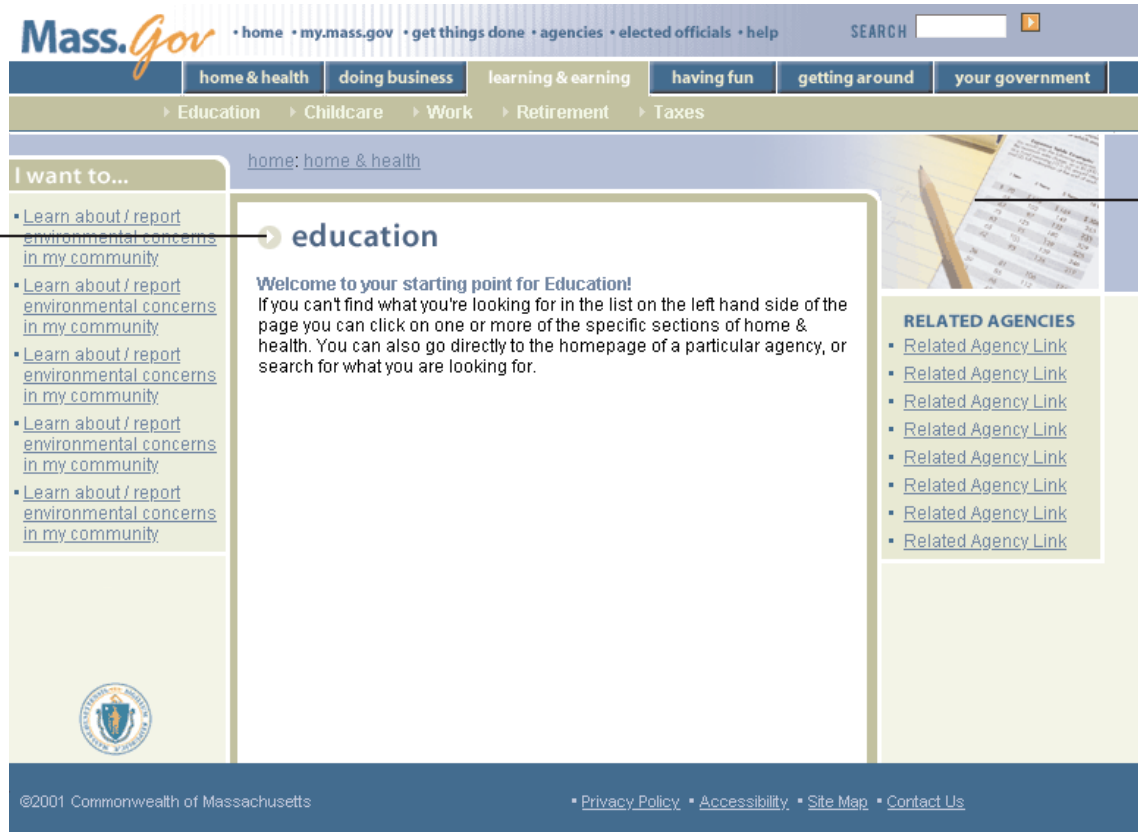
“Related Agencies” –
Myriad MM
Regular 700BD 700SE
12pt
All Caps
Color = #003366
image ready master:
“all_relatedagencies.psd”

Please note: Icon depicted here is for position only.

Graphic Elements — Virtual Agencies

The following pages are identified with unique modular elements only. Please refer to TLC level page for shared graphics such as “I want to...” and Related Agencies.

VA Title & Bullet
Myriad MM Regular
565 SB 600 NO
26pt
Color = #003366
Bullet Color = color coded by TLC
• See Color Palette
image ready master:
“va_pagetitles.psd”



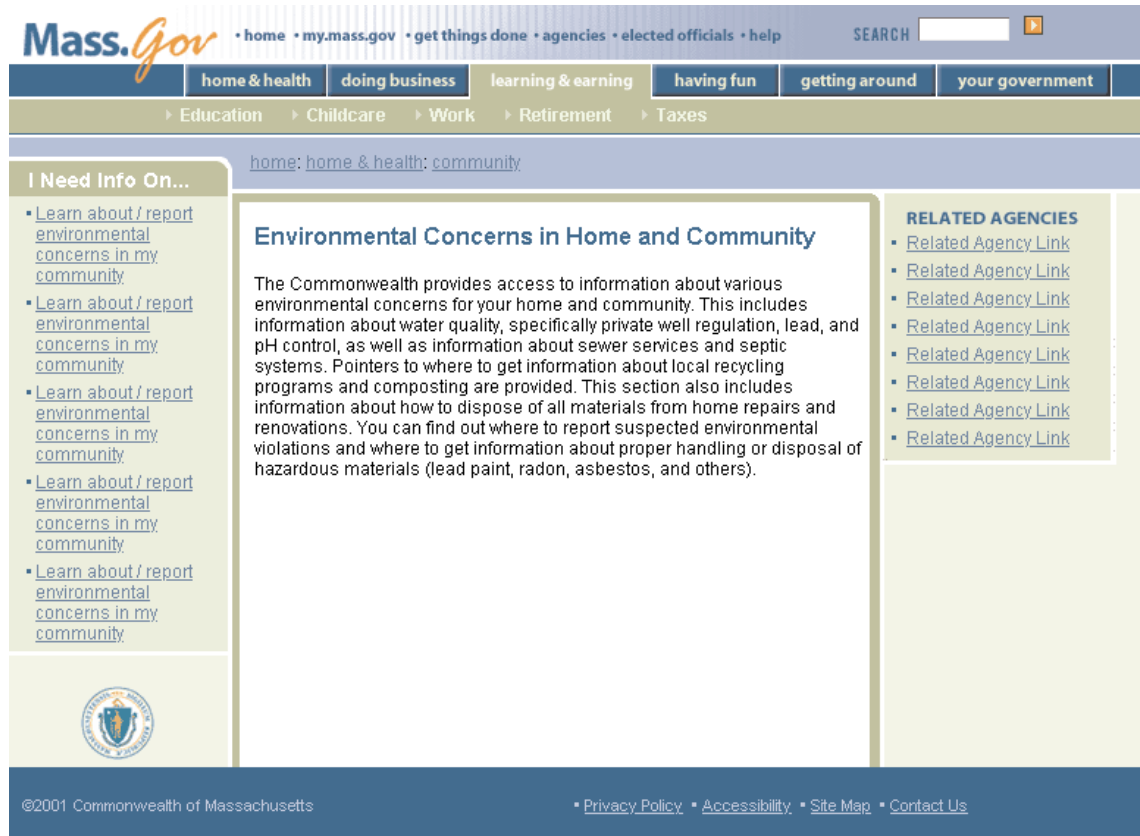
**photographs & Color
Border —
coded by TLC
image ready master:**
“va_photos.psd”

Graphic Elements — Intention Level 1



photographs & Color
Border —
coded by TLC
image ready master:
"int1_photos.psd"

Graphic Elements — Intention Level 2 & beyond



Graphic Elements — Top Banner for Co-Branding State Sites

image ready master: cobranding_banner.psd

